

## PROJECT ACTIVITIES

### ACTIVITY 1 ESTABLISHING OF 5 BUSINESS SUPPORTING CENTERS IN: MONTANA; BERKOVITSA; VIDIN; CRAIOVA; CALAFAT (22.12.2010-21.03.2012)

The centers will support SMEs with information, consultancy, video connections and thus will facilitate cross-border business events and the economical development of the regions.

A network of **5 business supporting** centers will be established (Montana -1; Berkovitsa- 1; Vidin -1; Craiova-1; Calafat -1). They will provide:

- ▶ **information and consultancy services** – information about economical conditions of the regions and different economical sectors, business development and sustainability, SME's financing, financial leasing scheme, legislation, possibilities for project development, establishment of partnership and networking, promotion and advertisement of products and services, specific trainings;
- ▶ **Business incubation;**
- ▶ **Possibility for creating of live video connection;**

### ACTIVITY 2 STUDY ON CURRENT STAGE OF LOCAL ECONOMICAL SECTORS (22.12.2010-21.06.2011)

1. *tourism, services;*
2. *machinery-building, electronics and chemistry;*
3. *textile, clothing, footwear, leather;*
4. *constructing, wood timber and processing;*
5. *agriculture, food and drinks*

The Study will contain a database and clear identification of business supporting centres.

The aim of the study is to generate specific ideas for business in each of the fifth sectors *a) tourism, services; b) machinery-building, electronics and chemistry; c) textile, clothing, footwear, leather; d) constructing, wood timber and processing; e) agriculture, food and drinks*, to show the competitive advantages, proper area of cooperation, ways to cooperate for joint activity and contacts with business supporting organizations.

During the study a data base of SMEs in Bulgaria and Romania will be created. The data base will consist of: main activities of the companies, contact information, number of employees, possibility of export, what they are providing and what are searching for. The results of the study will be uploaded on the portal. The study will be subcontracted.

### ACTIVITY 3 PORTAL DEVELOPMENT (22.01.2011-21.01.2012)- 6 soft packages:

1. *interactive map,*
2. *cross-border regional data (economic, populations, sectoral analyze and etc.)*
3. *SMEs data base,*
4. *translation in Romanian,*
5. *translation in English,*
6. *translation in Bulgarian*

The portal will involve the following information: interactive map of the cross-border region, information about the regions (economic, populations, sectoral analyze and etc.), data base of SMEs from Bulgaria and Romania. It will be translated in 3 languages- Bulgarian, Romanian and English. The portal will be up-dated periodically with new information about regions, adding new SMEs and up-dating the SMEs data. The portal development will be subcontracted.

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### **ACTIVITY 4 ORGANIZING 5 BUSINESS MISSIONS (22.03.2011-21.12.2011) - 3 in Bulgaria, 2 in Romania**

The business missions are addressed to the SMEs representatives from the 5 sectors. The business missions insist preliminary preparation as: collecting request from the company's for participation, processing of the requests and finding proper partners from the cross- border regions. The participants will be selected based on their capacity, experience, readiness to export and good image among the community. In each business missions will participate 30 representatives: 15 from Bulgaria and 15 from Romania. Each business mission will be 2 days (one night).

Cross- border business missions will facilitate initial contacts between companies and future communication will be elaborated with the video connection. For each mission 4 interpreters will be hired. Accommodation, traveling and catering will be subcontracted.

### **ACTIVITY 5 ORGANIZING AND CONDUCTING 5 SEMINARS FOR THE PARTICIPANTS AT THE BUSINESS MISSIONS "EXPORT MARKETING" AND "PROMOTION AND ADVERTISEMENT" (22.03.2011-21.12.2011)**

- ▶ 3 seminars in Bulgaria
- ▶ 2 seminars in Romania

During each mission, a seminar for the participants will be organized, the main themes for the seminars being "Export Marketing" and "Promotion and Advertisement". For the execution of the activity 2 bulgarian lecturers will be hired.

### **ACTIVITY 6 ORGANIZING AND CONDUCTING OF 2 INTERNATIONAL CONFERENCES (22.12.2011-21.02.2012)**

- ▶ 1 conferences conducting in Bulgaria
- ▶ 1 conferences conducting in Romania

Two international conferences will be conducted in the end of the project- 1 in Bulgaria and 1 in Romania. 40 participants each – 20 from Bulgaria and 20 from Romania. The results of the Project will be discussed during the conferences as well as will be represented the portal and data base, the activities of the business supporting centers and handbook for the investors will be distributed. The conferences will be 2 days each. Accommodation, traveling and catering will be subcontracted.

### **ACTIVITY 7 HANDBOOK FOR INVESTORS (22.05.2011-21.10.2011)**

The handbook will contain information about north-west region of Bulgaria and south west region of Romania. It will be full colored divided in two parts one for Bulgaria and one for Romania and will be attached in a pocket a video CD with e-cards of the three cross- border regions. It will be distributed in 1000 pieces. The handbook will be in English and will be subcontracted.

### **ACTIVITY 8 VISUALIZATION (22.09.2010-21.03.2012)**

- ▶ 6 press conferences will be conducted, two in the project launch, two announce for project progress, two for achieved project results- respectively 3 in Bulgaria and 3 in Romania. The participants will be local medias, representatives of the partners and public authorities.
- ▶ 200 posters (100 in each country), 4000 flyers (2000 in each country), 6 banners (4 for Bulgaria and 2 for Romania) will be developed, designed, and printed.

## **PROJECT ACTIVITIES**

▶ During the Project implementation 6 radio announcements will be broadcasted in Bulgaria and 9 in Romania: at the Project launch, for project progress, popularizing the achieved results and at the end of the project.

### **ACTIVITY 9 ORGANIZING AND CONDUCTING 6 WORK MEETING BETWEEN THE PARTNERS (22.12.2010-21.03.2012)**

- ▶ 3 work meeting in Bulgaria
- ▶ 3 work meeting in Romania

For better coordination between the partners and the members of the project team 6 work meetings will be elaborated. 3 will be in Bulgaria and 3 in Romania. The goals of this meetings is to discuss the context of the study, the portal, the activities of business supporting centers, handbook for investors, business missions and the visibility actions. The other aim of these meetings will be to discuss and analyzes the completed activities and preparation of all intermediate and final reports.